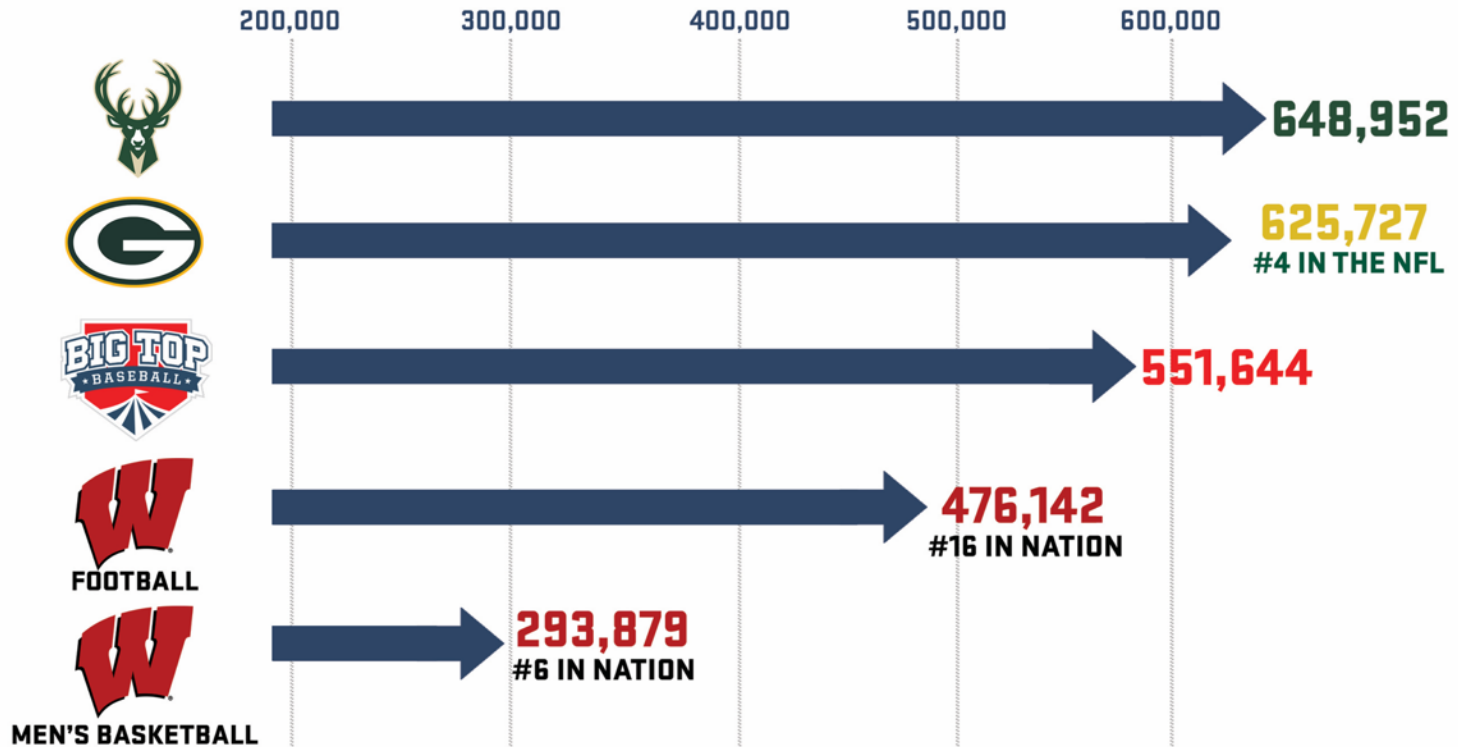




A WISCONSIN BRAND

TOTAL ATTENDANCE



HOW WE GOT THERE



214,485
#23 among all 303
MiLB Teams



84,000
Includes 6
national touring
concerts



70,000
in third year
of event



86,291
116% ballpark
capacity



49,157
Smallest NWL market,
8th in attendance



47,711
Increased per game
average attendance

2017 FAN RECAP



Average 6,300 fans per night
#23 among all 303 MiLB Teams



Sold out of 33 of 36 games.
Average 2,500 fans per night in a
stadium that seats 2,144



Smallest market in 20
team NWL. Consistently
in top half in the NWL in
attendance



Under Big Top's
ownership, went
from 0 to 17
sellouts in two
seasons

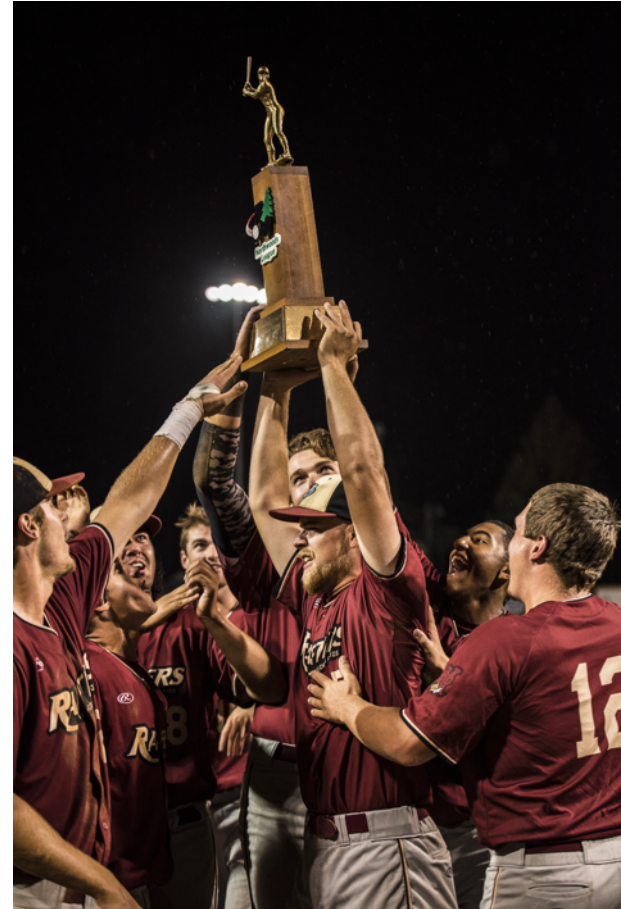


Multi-purpose venue
that hosts football,
soccer, and concerts.
Big Top programmed
186 field uses in 2017.

ABOUT THE OWNERSHIP GROUP

Ownership Group:

- Jim Kacmarcik
- Vern Stenman
- Conor Caloia
- Steve Schmitt
- Members of the group own and operate five of 20 Northwoods League franchises.
- Franchises have won four of the last five NWL Championships.
- Nearly 60 years of combined experience owning and operating teams in the League.



ABOUT THE NORTHWOODS LEAGUE



About the Northwoods League:

- 2018 will be the 25th year of the Northwoods League.
 - Largest summer collegiate league in the country with 20 teams spanning from the Dakotas to Canada to Michigan.
 - Waukesha would be the 11th NWL team in the state of Wisconsin.
 - 7 of the top 10 teams in the League in attendance are located in Wisconsin.
 - 181 NWL alumni have made it to the Major Leagues.
 - Waukesha franchise would feature the top local collegiate players.
 - All players live in the community with host families.
-

WHY WAUKESHA? WHY NOW?



- Largest market in the NWL footprint without a franchise.
 - Have an opportunity to be Waukesha's team.
 - Big Top was awarded the Northwoods League Waukesha County territory after beating out a competing bid to place a franchise in a neighboring community. Time is of the essence to finalize an agreement for a site.
 - An American Association professional baseball franchise is scheduled to launch in Franklin in 2019.
-

FIELD USAGE



- Carroll University, Waukesha North and Waukesha South will all continue to use the facility and will co-exist with Big Top Waukesha.
- In addition to Northwoods League baseball, Big Top Waukesha plans to bring a summer collegiate soccer franchise to Mindiola Park.
- Artificial surface will allow for multi-use including community and charitable events.



THANK YOU